



NEWS RELEASE

CALIFORNIA SECRETARY OF STATE **BRUCE McPHERSON**

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Secretary of State Bruce McPherson Commends Cutting-Edge California Companies Using Technology to Encourage Voter Participation

Google, Yahoo! and MySpace use technology to promote civic participation

SACRAMENTO, CA - Secretary of State Bruce McPherson commended several cutting-edge California companies using technology to encourage eligible Californians to register and vote today. Google, Yahoo! and MySpace are all using their resources to direct users to the Secretary of State's website where they can receive pertinent information for this year's November 7, 2006 General Election.

"I appreciate the efforts of Google, Yahoo! and MySpace to encourage eligible Californians to register and vote. California's high tech sector has always led the world and I'm proud that these companies are using their influence to promote the importance of voting," Secretary McPherson said. "Too many young people choose not to participate in the democratic process and these companies are uniquely poised to reach this underrepresented group. I hope many Californians, especially young people, take advantage of these convenient and free resources."

Google has launched a new layer in Google Earth with aggregated elections information that points California users to the Secretary of State's website. Conceived by Google Earth engineers who found it difficult to find aggregated election information online about races country-wide, the 2006 Google Earth Election Guide serves as an easily accessible resource for users to find information about candidates, voter registration, and campaign financing for the November 7th elections.

"We're excited to connect voters across the country to timely and locally relevant information about the upcoming elections and the candidates," said John Hanke, director of Google Earth and Maps. "We continue to believe that Google Earth can serve as the ultimate tool for organizing and sharing similar geo-based information."

The 2006 Google Earth Election Guide includes clickable place marks for all 435 Congressional districts. Each place mark includes:

- The slate of candidates running for office in that district, with live feeds from Google Web, Image, and News Search for each candidate
- Campaign finance information from the Federal Election Commission (FEC) and Center for Responsive Politics (www.opensecrets.org) for the district's candidates
- A link to voter registration and voter information sites, localized to each state

The 2006 Google Earth Election Guide is available under the Layers tab of the Google Earth sidebar.

In the days leading up to the election, Yahoo! will host and feature a polling place locator tool, developed jointly by Yahoo! and the League of Women Voters. The tool integrates Yahoo! Maps to help California voters easily find their polling place. Yahoo! is also providing a host of election season coverage, ranging from breaking news to an original news initiative, "Talk to Power," that has enabled Yahoo! users to ask political leaders the questions most important to them. Yahoo! will also once again feature its popular "VOTE" t-shirts on Election Day, allowing Yahoo! Messenger users to remind their friends to vote using their Messenger Avatar. Yahoo!'s 2006 election hub coverage can be found at: [http://news.yahoo.com/fc/US/Midterm Elections 2006](http://news.yahoo.com/fc/US/Midterm_Elections_2006).

"Whether voters are researching the issues, following the news of the day, or even locating their local polling place, Yahoo!'s mission is to empower voters to easily make informed Election Day decisions," said Neil Budde, general manager, Yahoo! News.

MySpace launched a partnership with Declare Yourself, a non-partisan voter education project, to create a MySpace page encouraging MySpace's 114 million users to register and vote. Visitors to www.myspace.com/declareyourself can register to vote, watch PSAs by famed director David LaChapelle encouraging civic responsibility and can provide a link on their personal MySpace site to encourage friends to register via MySpace. Declare Yourself registered over 1 million voters nationwide in 2004 and expects to register even more with the MySpace partnership.